

BUSINESS DEVELOPMENT STRATEGY SONGKET NAGARI PANDAI SIKEK X KOTO SUB-DISTRICT

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ABSTRACT: This study seeks to examine the strategy of developing songket craft business in increasing income in Nagari Pandai Sikek, X Koto District. This type of research is descriptive, which aims to find out the value of the independent variable without connecting or making comparisons with other variables. The data used in this study is qualitative data in the form of answers through interviews and literature studies. In analyzing data using SWOT analysis techniques. The results of this study show that there is still a need for a market development strategy by expanding cooperation with travel and tourism buses that will take visitors to the songket crafts center. Including improving access and widening roads to facilitate vehicles coming both at home and abroad. In addition, it also needs to expand marketing through social media.

Keywords: *Development Strategy, Woven Fabric Handicraft Business*

1. INTRODUCTION

Strategy management is the process of determining the future direction of the organization in the form of a series of decisions that result in the formulation and implementation of decisions in achieving the short and long-term goals of the organization / company. Strategy management through the process of planning, organizing, directing, and controlling various actions and decisions of the company to win the competition, in this case is business competition. Strategy management is the art and knowledge of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its objectives. . Strategy reflects the company's knowledge of how, when and where the company will compete, with whom it should compete and for what purpose the company should compete [1-5].

So it can be concluded that strategic management is intended to be able to make decisions with certain considerations to direct the company to achieve the desired company goals. SWOT analysis is an analysis method that includes the internal coverage of Strengths and Weaknesses as well as the external coverage of Opportunities and Threats in seeing business development opportunities. SWOT analysis compares between external factors of Opportunity and Threat with internal factors of Strength, and Weakness. SWOT

analysis is an identification factor to formulate a strategy for the company. This analysis is usually based on logic that adds strength, and opportunity by reducing weakness and threat. So that later strategic decision making that will be carried out will consider internal factors that include strengths and weaknesses, as well as external factors that include opportunities and threats. Therefore, there needs to be an important consideration for SWOT analysis. SWOT analysis is an analysis that provides direction, not a definite solution to a problem. Although the directive can be interpreted as a form of solution, but basically the direction or recommendation produced has the aim of maintaining strengths and taking advantage of existing opportunities, while minimizing weaknesses and avoiding threats as much as possible [6-7].

Songket craft is one of the traditional handicraft souvenirs in the form of cloth that has aesthetic and artistic value. Technically, songket cloth is woven by weaving clothing thread and gold-colored motif yarn on warp yarn strand fabric (thread that extends to woven thread) that runs across a tool called panta [8]. In other words, songket cloth is a combination of creativity and intelligence in expressing the form of beauty. In the past, songket craft in West Sumatra was found in six regions, namely, Pandai Sikek, Silungkang, Koto Gadang Pitalah, Kubang and Tanjung Sungayang. Until now, the surviving areas are

Kubang, Pandai Sikek Tanah Datar, Payakumbuh, and Silungkang Sawahlunto. The object of this research is songket from Nagari Pandai Sikek which is one of the areas that gave birth to songket of the highest quality [9].

In the process of making Songket Pandai Sikek, it is still similar to the Lenga Hamlet, Poto Village, Moyo Hilir District, where the technology used is still relatively simple, lacks access to capital (bankable), and there is no separation of business capital, knowing more about the strategy of developing a woven fabric business in Nagari Pandai Sikek, X Koto District, flat land [10].

2. METHOD

The author uses a type of field research (field research) in this study the author conducted research on the Nagari Pandai Sikek songket craft business. While the method that the author uses is the Qualitative Descriptive research method which will describe the Nagari Pandai Sikek songket business development strategy through SWOT analysis.

3. RESULTS AND DISCUSSION

3.1 Region overview

X Koto District Flat land geographically has boundaries; to the north with Agam Regency, the south with Padang Panjang City, the west with Batipuh District, and the east with Padang Pariaman Regency. Sepuluh Koto District has an area of 152.02 km², with a population of 46,229 people in 2020. It consists of 23,378 women and 22,573 men. They live in 41 jorong in 9 nagari. Nagari Pandai Sikek is located at the westernmost end of the Tanah Datar Regency Government area.

Nagari Pandai Sikek has a fairly dense population of 5,742 people who crowd an area of 23.14 km² divided into 1137 households. Most of the population's livelihood is in the agricultural sector with as much as 60%, industry 10%, services 10% and others 20%. This Nagari can be categorized as an advanced area / Nagari, in addition to agriculture, this Nagari has strategic value from the field of tourism, namely weaving and songket tourism. Currently there are more than 12 (twelve) weaving and songket galleries in Nagari Pandai Sikek [11]

3.2 Songket Nagari Pandai Sikek Business Development Strategy

Based on the results of research that has been done, it can be seen that the position of woven fabric craftsmen in Nagari Pandai Sikek still has the opportunity to experience development. The

following is the SWOT analysis that researchers found in the field:

1). Strength (Stregthh)

The aesthetic elements of the Pandai Sikek weaving motif have good quality because it uses a non-machine loom (ATBM)[12-13] which is famous for its weaving motif, the Pandai Sikek weaving motif usually uses a sungkit technique with a traditional gedogan loom commonly called panta. While weaving motifs in other places are generally made by machine so that the quality is less aesthetically.

The existence of special songket weaving motifs owned by this area, it can also be known that through the form of this motif will distinguish between songket woven fabrics made in the Pandai Sikek region with songket woven fabrics made in other regions, it can be concluded that the art of songket weaving crafts Pandai Sikek tends to be regional style. This is also supported by the strong desire of the artisans to identify the Pandai Sikek area with the art of songket weaving craftsmanship [14]. Another advantage is that songket has been widely known to the public since 1850. Weaving skills are passed down from generation to generation. This skill should not be given to outsiders because it has been ordered by their ancestors so that weaving pandai sikek does not come out of Pandai sikek. Until now, many visitors have come from foreign countries such as Malaysia, the Netherlands, China, Saudi Arabia, and others.

2). Weakness

The use of ATBM is not run over by today's wheels that already use machine technology, therefore weaving and using ATBM is not as easy as using a machine, here it takes patience, high accuracy and of course with a short time. One piece of songket cloth takes 1 – 3 months [15]. It is not wrong if the price of a piece of songket weaving is so expensive, because it is caused by the above, besides that because the yarn which is the basic material for weaving is expensive and is still imported from India. For a piece of woven cloth can be sold for IDR 2.500.000,- to IDR 6.000.000,- depending on the motive and level of difficulty

3). Opportunities

There has been cooperation with travel parties from Malaysia who bring visitors to come to Pandai Sikek. In the future, this can also be expanded in cooperation with other countries by including songket businesses in Pandai Sikek. Tanah Datar Government has also programmed one nagari one event every year. Pandai Sikek on August 26-27, 2022 has successfully raised the parade of 1000 songkets. This managed to bring in

37,700 visitors with buying and selling transactions reaching around Rp. 3.6 billion. This is an opportunity to be more advanced in the future to further develop. Due to the Covid-19 pandemic, songket craftsmen have begun to get used to promoting songket pandai sikek with the use of Instagram and Facebook for free and their market share is also wide [16-20]. This is the capital to continue to expand market share after the Covid-19 pandemic.

4). Threat

Raw materials that are still imported make the supply of raw materials hampered at any time. It is the amount and quality of raw materials that determine the availability of raw materials used in a production process [21]. Especially during the Covid-19 pandemic, several times raw materials experienced delays that disrupted songket weaving production activities. In addition, marketing in general is still displayed in galleries or shops in Pandai Sikek. This requires adequate transportation facilities so that tourist buses can enter freely.

4. CONCLUSION

In general, the Nagari Pandai Sikek songket woven fabric industry has the potential to continue to survive and develop in the future, this is evidenced by the persistence of this industry until now. Plus nowadays songket woven cloth has been very loved because this cloth is not only used for traditional ceremonies but has also become fashion at every formal event held in the midst of the community. Some strategies that still need to be developed include maintaining the quality of the existing songket, the use of modified looms, namely Non-Machine But Traditional Looms (ATBMTT) which are panta with card systems such as ATBM. In addition, cooperation with travel parties that bring visitors from abroad needs to be expanded in order to be able to visit songket craft centers and Pandai Sikek carvings, not only in one or two places. Improving transportation access should also be a major concern of the local government because most songket weaves are sold by displaying galleries and shops owned by craftsmen. Furthermore, the use of social media for marketing also needs to be increased so that it is more attractive and its market share is wider.

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